

Sean Mize 60 Day Coaching
Day 23
Roundtable First Call
Audio Length: 151 Minutes

Sean notes that this call is going to be exciting.

Mary Starts

Mary starts by reviewing what she's been up to. Mary noted that she doesn't need to focus on writing blog posts, she needs to focus on changing lives.

Mary realized that she'd been writing articles that were good information but could be made better with that shift in focus.

Sean notes that the training on the end of the call is going to work well for Mary.

Accountability

Sean talks about accountability.

People are really excited about a new course at first. But then, that excitement dies down. Initially, he wasn't going to put accountability in but then realized that wouldn't work.

Sean notes that he doesn't just give support but also accountability.

Sean has started to codifying what's worked for him so you can learn from that.

If he gives you bare bones, you won't have everything you need.

Caller Chris

Sean notes that this roundtable format works well for him. He's created a resource page for the roundtable members. This was a small group and a mastermind experience.

Transcriptions

At this time, Sean doesn't plan to do transcripts. Sean has discovered that when he offered transcripts, people got through the material more quickly but didn't absorb the material. When people listen to the material, they learn more.

Some on the call want to pool their money and buy transcripts, but Sean doesn't like that idea. He says the reason you're not getting results is because you're taking shortcuts. You know the information but haven't absorbed it... listening to the audio will help you absorb it.

Sean says the only reason he's running this program is to help people get results.

Sean notes that doing your own transcriptions helps you internalize this information. He likens it to taking notes while your professor is speaking. He did this in college and found he could absorb the information more readily. He believes it's because he was activating different parts of his brain at one time.

Sean recommends you immerse yourself and take notes.

Sean Switches Gears

Sean restarts the audio. He starts by noting that starting a business is not linear. Most people in a Western society are taught to think linearly from the time of preschool.

We follow certain steps and processes we believe we're supposed to follow. The natural question people tend to ask is "what do I do first?"

They ask this even if they know internally that there is no "first."

Sean has noticed that if he doesn't tell people what to do first, they won't do it. But this is dangerous because no step in Internet marketing is ever complete.

People tend to get stuck doing just one thing.

They fall into the trap of thinking that it didn't work. We start and stop and renew and fall away from what we should be doing.

But, building this business is not sequential and it's not linear.

It's not easy to do and it's not easy to accomplish. This is probably one of the biggest reasons many do not succeed in online business. This is also the reason some succeed over and over again. Once they crack the code, they create new businesses and follow new business models and consistently succeed.

When others teach, they teach sequentially. Most people don't realize they are successful because they are a linear thinker.

You also have to have a very clear understanding of your purpose. The most successful people have a singular goal.

You need to have an ability to focus without distraction.

You need to reaffirm what you've already learned about your expert presence.

Your presence anchors you. This is what people buy into.

They are buying YOU.

What they buy is simply the medium they buy you through.

They want you to help them transform their life.

Many focus on their target market but not in building their expertise. But by serving the needs of what people want, you'll find expertise anyway.

Clients measure you based on results. The medium or method isn't important—what's important are the results.

Sean spends a lot of time learning about his area of expertise. Every day, you should do the same.

You can help people today. You don't have to wait and they don't have to wait. That's what's possible when you have a coaching program.

You're an expert who sells

You're not a seller of information. You're an expert who sells.

We start with an audience of one. How can you change the life of one person?

People aren't buying whatever you're selling... they're buying the results you can give them.

Focusing On The Right Things

Avoid what's going to lead you astray.

You might have a problem with your email, TV, your Smartphone, your need for information or whatever.

What's more important—building your business or focusing on these distractions?

If you start your day off with your email for 2 hours, you're cementing that that thing is more important than anything else.

If you feel uncomfortable, you need to pay more attention to this.

Don't let yourself be controlled by that nagging feeling inside of you.
If you spend more time on other things than on your business, you've made the subconscious decision.

If you want to build the business you want, you need to have a mental shift.
You need to focus on building your business and nothing else matters.

Imagine your distractions disappear tomorrow. What would you really miss?
Of all the hours you spend reading email, how much of that was really important?

You could have built your business in the last year if it weren't for all of these distractions.

The Core Four

Focus on Sean's Core Four principle.

Work on Your Business Holistically

If you do things linearly, you'll never be able to finish all of the steps.

Focus on your business as a whole.

Sean ends by checking in with everyone on their coaching call—about how they feel about the call and what their plans are from this point forward.